

Be a Marketing Essentialist

10 Point Checklist

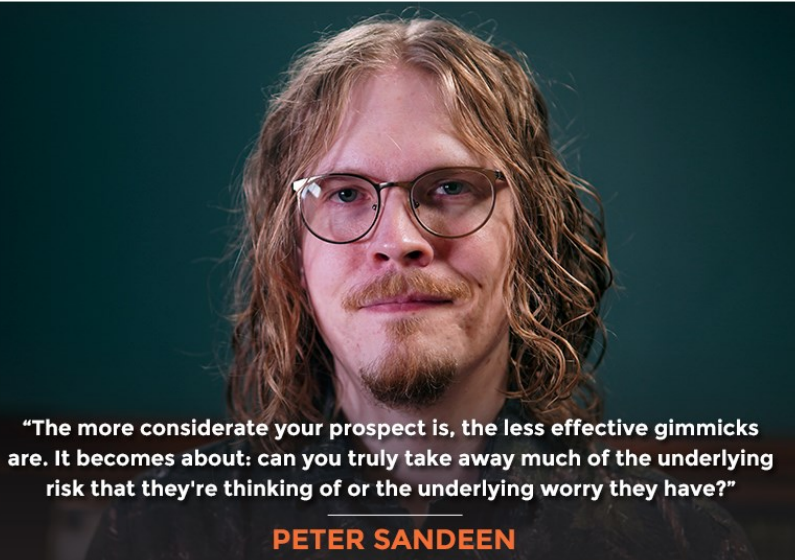
Peter Sandeen

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“The more considerate your prospect is, the less effective gimmicks are. It becomes about: can you truly take away much of the underlying risk that they're thinking of or the underlying worry they have?”

PETER SANDEEN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Critically evaluate and ensure that my messaging is unique. This will help me stand out from my competitors. Ask myself, "If I was a potential customer landing on my pages for the first time, would the messaging compel me to take action?"
- Focus on a few key points in my messaging. Sharpen my focus to allow my core message to shine.
- Engage with my target customer's perspective, hopes, fears, and experiences. When I tap into the audience's deepest motivations, I can share resonant and impactful messaging to address their needs.
- Analyze the messages of my direct and indirect competition. Research the alternative options my potential customers may find engaging.
- Create a standout message guide to remain consistent in my marketing. Consistently share my key value propositions, no matter the channel or campaign.
- Be willing to make quick decisions, implement, and optimize based on results. Analysis paralysis kills marketing momentum. I can always change and tweak my messaging based on real user feedback.
- Build in feedback options. Pivot my approach if needed. Construct direct feedback mechanisms in my marketing campaigns and funnels.
- Prioritize identifying how my 20% efforts drive 80% of my business impact. I need to laser-focus on the forward progress of these indicators.
- Avoid fixating on sunk costs. Remain open to changing my course when warranted. Admit when I need to course-correct rather than throwing more money at futile efforts.
- Visit petersandeen.com to tap into Peter Sandeen's wealth of authentic, results-driven expertise.